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“Bitter or Better” Exploring Job Satisfaction and Organizational Commitment among Coffee Shop Staff in Noveleta, Cavite

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Abstract

The coffee shop industry in Noveleta, Cavite, has seen substantial growth in recent years, contributing significantly to the local economy through job creation. This study aims to assess the levels of job satisfaction and organizational commitment among coffee shop employees in Noveleta, Cavite, to sustain and enhance this growth. Job satisfaction, which encompasses an employee's overall happiness, well-being, and performance, is characterized by positive emotional states resulting from job appraisal. It is influenced by factors such as recognition, benefits, training, career advancement opportunities, and compensation. Organizational commitment, defined by an employee's emotional attachment, loyalty, and dedication to their organization, is crucial for consistent and reliable employee performance.

The research employs a quantitative design, using an online survey distributed to 120 coffee shop staff in Noveleta. The survey includes Likert scale questions addressing various aspects of job satisfaction and organizational commitment.

Data will be analyzed using statistical methods, including standard deviation and correlation analysis, to understand the dispersion of responses and the relationship between job satisfaction and organizational commitment.

Preliminary findings indicate that training programs and recognition for contributions are highly rated, suggesting strong agreement among employees regarding these factors. However, career advancement opportunities and fair promotion practices received slightly lower satisfaction scores, highlighting areas for potential improvement. The correlation analysis reveals a strong positive association between job satisfaction and organizational commitment, emphasizing the need for coffee shops to implement strategies that enhance job satisfaction to foster a committed workforce. This study underscores the importance of understanding and improving employee satisfaction and commitment to boost customer satisfaction, loyalty, and overall business performance.

Keywords: Bitter, Better, Coffee Shop, Cavite

Introduction

In The coffee shop industry in Noveleta, Cavite, has a significant growth in recent years, following worldwide patterns. With a growing number of coffee shops emerging in the area, this industry has become a remarkable contributor to the local economy. One of the contributions of coffee shops in the local economy is they provide job opportunities for the local residents. With these businesses growing, it becomes crucial to comprehend the factors influencing job satisfaction and organizational commitment among coffee shop employees to maintain and enhance this growth.

Job satisfaction involves the employee's overall feelings about their job. It refers to the overall happiness and well-being of an individual as it relates to their performance within the workplace and its surroundings. Effort and employing effective methods are essential for successfully completing tasks, leading to meaningful achievements. Achieving success in this manner fosters job satisfaction, instilling self-confidence, a sense of appreciation, and serving as motivation for future endeavors. Job satisfaction also cultivates loyalty to one's work, ensuring continued dedication and improved performance over time (Mokhtar *et al.*, 2021). Job satisfaction is characterized as “a pleasure or positive emotional state resulting to appraisal of one’s job or job experience” (Top & Ali, 2021). According to Syardiansah *et al.*, (2020), for any company to advance and thrive, it relies on employees who consistently deliver reliable performance. Achieving such reliability in employee performance necessitates factors that serve as catalysts for improvement. Notably, job satisfaction and organizational culture emerge as pivotal variables

impacting the growth and enhancement of employee performance. Job satisfaction denotes a positive and fulfilling emotional stance towards one's work, manifested through morale, discipline, and overall work output.

On the other hand, organizational commitment relates to how engaged and dedicated employees are to their particular duties and the business. It also discusses the various reasons why professionals stay with one firm rather than seeking possibilities elsewhere. Organizational commitment refers to the employee's emotional attachment, loyalty, and dedication in their organization. It empowers employees to put their efforts, strengths and energies into working efficiently and effectively to contribute to the benefits of their organization (Makingrilas *et al.*, 2024) [7].

Job satisfaction and organizational commitment are crucial elements in the service business, particularly in coffee shops where the quality of the client experience is intricately linked to the amount of staff participation. This study is significant because it investigates how satisfied and devoted employees contribute to the success of coffee shops in Noveleta. Elevating these variables not only boosts employee's well-being, but also improves customer satisfaction, loyalty, and overall corporate performance.

Objectives of the Study

This study aims to evaluate the job satisfaction and organizational commitment of staff members working in various coffee shops in Noveleta, Cavite. It also looks at

how these two factors are related and how they impact staff behavior. Specifically, it seeks to: (1) determine the level of job satisfaction among the staff based on their experience; (2) identify their level of organizational commitment; (3) find out if there is a significant relationship between job satisfaction and organizational commitment; and (4) identify the factors influencing job satisfaction among coffee shop staff in Noveleta, Cavite.

Methods and Materials

Quantitative research method is used in this study. It is a type of study focused on numerical data and statistical analysis to explain events, phenomena, issues, and effects in a systematic way (May-os 2023). For the quantitative data analysis, an online survey will be administered to one hundred twenty (120) participants from various coffee shops in Noveleta, Cavite. The researchers will use mean to measure the variability of responses for each factor in the survey, providing insights into the dispersion of job satisfaction and organizational commitment scores among the respondents. Additionally, correlation analysis will be employed to examine the strength and direction of the relationship between job satisfaction and organizational commitment. This quantitative approach will allow the researchers to quantify the relationship between these two variables and understand the overall trends within the sample.

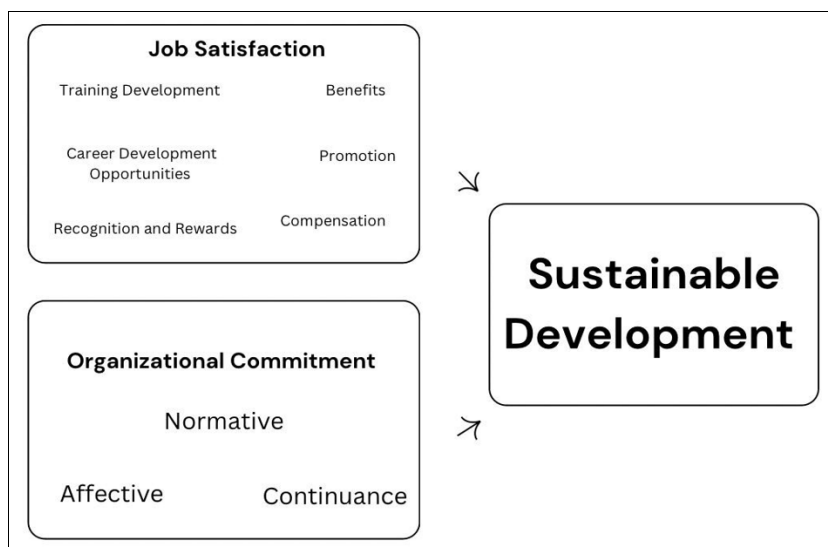


Fig 1: Conceptual Framework of the Study

Figures show the Conceptual Framework. From the study, the researchers want to know the interrelationship of Job Satisfaction and Organizational Commitment. This study will assess and evaluate the interrelationship of Job Satisfaction and Organizational Commitment of Coffee Shops in Noveleta, Cavite.

Results and Discussion

This chapter dives into the relationship between job satisfaction and organizational commitment among coffee shop staff in Noveleta, Cavite. It explores how employees' feelings of fulfillment and enthusiasm for their jobs (job

satisfaction) intertwine with their dedication and loyalty to the coffee shop (organizational commitment). The study meticulously examines various factors influencing these attitudes to maintain a focused analysis. By understanding these connections, the research aims to shed light on what motivates coffee shop staff and how to foster a positive work environment that promotes both satisfaction and commitment. Additionally, it seeks to offer insights into the unique dynamics of the coffee shop industry and provide practical recommendations for enhancing employee engagement and organizational success within this context.

Table 1: Level of Job Satisfaction

Job Satisfaction	General Average	Rank	Interpretation
I feel recognized and rewarded for my efforts and contributions to the coffee shop's success	4.15	2	Agree
The benefits provided by the coffee shop (ex: Employee discounts) meet my expectations and contribute to my overall job satisfaction	4.08	3	Agree
The training programs offered by the coffee shop effectively enhanced my skills and contribute to my professional growth	4.18	1	Agree
I believe there are sufficient opportunities for career advancement within the coffee shop aligning with my career goals and aspirations	4.03	5	Agree
My current compensation (salary and benefits) matches my responsibilities and contribute to my overall job satisfaction	4.07	4	Agree
I perceive fair and transparent opportunities for career advancement and promotions within the coffee shop	3.97	6	Agree
Total Average	4.08		Agree

The table illustrates the levels of job satisfaction among employees at the coffee shop based on various factors. The highest-rated factor is the effectiveness of training programs, with a mean score of 4.18, indicating that employees strongly agree that these programs enhance their skills and contribute to their professional growth. This suggests that the coffee shop invests in employee development, which is highly appreciated. Recognition and rewards for efforts and contributions scored 4.15, reflecting that employees feel acknowledged for their work, which significantly contributes to job satisfaction. The benefits provided by the coffee shop, such as employee discounts, have a mean score of 4.08, showing that these perks meet employees' expectations and contribute positively to their overall job satisfaction. Compensation matching responsibilities received a mean score of 4.07, indicating

that employees are generally satisfied with their salary and benefits relative to their job roles. Opportunities for career advancement aligning with career goals scored 4.03, reflecting agreement but slightly lower satisfaction compared to other factors. This indicates that while there are opportunities for advancement, there might be room for improvement. The perception of fair and transparent opportunities for career advancement and promotions received the lowest mean score of 3.97, which is still in the "Agree" category but suggests that employees see this as an area needing improvement. Overall, the general average of 4.08 suggests that employees generally agree they are satisfied with various aspects of their job at the coffee shop. This high level of job satisfaction indicates a positive work environment and effective management practices at the coffee shop.

Table 2: Organizational Commitment

Organizational Commitment	General Average	Rank	Interpretation
Affective	4.04	2	Agree
The values and goals of the coffee shop resonates with my personal values	4.06		Agree
I feel a strong emotional connection to my colleagues at the coffee shop	4.02		Agree
Continuance	3.92	3	Agree
The benefits and perks provided by the coffee shop make it challenging for me to consider leaving	3.95		Agree
Normative	4.08	1	Agree
I feel a sense of obligation to remain with the coffee shop due to the investment they've made in my training and development	3.98		Agree
I believe it is important to stay in the coffee shop out of loyalty to my colleagues and management	4.17		Agree
Total Average	4.01		Agree

The the table presents the commitment levels of employees at a coffee shop, divided into three categories: Affective, continuance, and normative commitment. Affective Commitment measures emotional attachment to the organization, with employees responding positively, averaging scores of 4.06 and 4.02 for statements about resonating values and emotional connection to colleagues. Continuance Commitment assesses the perceived costs of leaving the job, with employees agreeing with the statements about personal sacrifices and benefits/perks, scoring 3.88 and 3.95, respectively. Normative Commitment reflects a sense of obligation to the employer, with employees showing agreement, scoring 3.98 and 4.17 on feeling obliged to stay due to training investment and loyalty to colleagues/management. Overall, the data indicates that employees at the coffee shop have a strong commitment to their organization across all three categories.

2. Correlation of Job Satisfaction and Organizational Commitment

Correlation Matrix			
		Job Satisfaction	Organizational Commitment
Job Satisfaction	Pearson's r	—	
	df	—	
	p-value	—	
Organizational Commitment	Pearson's r	0.750	—
	df	118	—
	p-value	< .001	—

The correlation matrix shows a significant and strong positive association between job satisfaction and organizational commitment, with a Pearson's r value of 0.750 and a p-value of less than 0.001. This suggests that

higher job satisfaction is closely linked to increased organizational commitment among employees. The degrees of freedom for this correlation are 118, indicating a sample size of 120 persons. These findings imply that initiatives to improve job happiness, such as improving working conditions, offering professional development opportunities, and rewarding employee accomplishments, can result in improved organizational commitment. This link emphasizes the significance for coffee shops to pursue methods that create job satisfaction to cultivate a devoted and loyal staff, hence contributing to organizational success.

Conclusion

This study highlights the important link between job satisfaction and organizational commitment among coffee shop employees in Noveleta, Cavite. Employees generally feel satisfied with their jobs, especially regarding training, recognition, and benefits. However, there is room for improvement in career advancement opportunities and fair promotion practices. There is a strong positive relationship between job satisfaction and organizational commitment, meaning that happier employees are more dedicated to their jobs. Coffee shop managers should focus on improving job satisfaction by offering good training, recognizing employee efforts, and providing clear career paths. By addressing these areas, coffee shops can maintain a committed workforce, leading to better customer service and overall business success.

Recommendations

To improve job satisfaction and organizational commitment among coffee shop staff in Noveleta, Cavite, several recommendations can be implemented. First, enhancing training programs will help develop employees' skills and professional growth, ensuring the content remains relevant and engaging. Establishing a robust recognition system is also crucial, where employees' contributions are regularly acknowledged and rewarded through awards, bonuses, or public recognition. Additionally, improving career advancement opportunities by creating clear and transparent career pathways, conducting regular performance reviews, and providing a roadmap for advancement will motivate staff. Ensuring fair promotion practices by developing and communicating merit-based criteria will build trust and motivation among employees.

Regularly reviewing and adjusting compensation packages to remain competitive and fair is essential, along with offering additional benefits like healthcare and flexible work hours. Fostering a positive work environment by promoting teamwork, respect, and open communication will enhance job satisfaction. Conducting regular surveys to assess job satisfaction and organizational commitment, and using the feedback to make informed improvements, will help address any emerging issues promptly. Providing continuous learning opportunities through workshops, seminars, and courses will encourage further education and certifications related to their roles. Increasing employee involvement in decision-making processes can enhance their sense of ownership and commitment to the organization. Lastly, monitoring work-life balance by implementing policies that prevent burnout, such as flexible scheduling, remote work options, and adequate time off, will ensure employees maintain a healthy work-life balance. By implementing these recommendations, coffee shops in Noveleta can

cultivate a motivated and loyal workforce, leading to improved job satisfaction and organizational success.

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